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AUTHOR Schmid, William T.
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ABSTRACT

This paper deals with media centers and how their development has opened up another area of professional employment to broadcasting students. Positions open to them are producer-director, television production manager, small television systems coordinator, and audio-producer-director of a center. (AP)

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OPPORTUNITIES FOR STUDENTS IN EDUCATIONAL MEDIA CENTERS

by
William T. Schmid, Ph.D. Director of Media Services
Illinois State University
Normal, Illinois 61761
(309) 436-5461

NAEB Convention, October 25, 1976, Chicago, Illinois

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Within the last ten years there has been an increasing trend towards development of media centers in education, business, medicine and government designed to produce and implement instructional media programs. These media centers are typically multi-faceted facilities housing a number of different media capabilities such as graphics, audio, television, media distribution, learning resource centers, photography and printing. The basic reason for this trend is that with the growth and refinement of instructional design has come the realization that there is no one particular medium which can solve all instructional probelms. Therefore, the media center can select the best media approach for a particular instructional need.

Broadcasting students have typically assumed that commercial and public broadcasting, marketing, advertising and teaching represent the only available fields for employment. They further assumed that the only way to get on-the-job experience in broadcasting was to obtain part-time work at television and radio stations. Both of these assumptions are not completely accurate. Media centers, because of their multi-faceted facilities, need students able to work part time who are familiar with several media disciplines. Broadcasting students have a distinct advantage because they are familiar with television, audio, graphics, photography, and cinematography. Also, many of the essential production experiences related to radio and television exist within many media centers. While, obviously, experience at a radio or television station would be preferable, students should not discount valuable production experience available in media centers which have direct application in a broadcast situation.

There are many typical student help positions in media centers where broadcasting students possess the basic qualifications. In an audio production area students could assist in production of sound beds, real-time dubbing, high-speed dubbing, production of carts for audio inserts and on-location recording assignments. A television production unit has a number of excellent crew experiences available including camera operation, lighting, audio, switching and telecine operation. A photographic facility can, many times, utilize student assistants for the darkroom, film processor, slide duplicator and slide mounter. All these positions allow broadcasting students to gain experience in media areas requiring many of the same competencies needed in broadcasting. Good storyboarding techniques, microphone levels, picture composition, light levels, and photographic techniques are required of any media production whether it be a slide/tape presentation or a quadraplex high band color video tape. The media center provides such opportunities for students and this experience can easily be applied if they choose the field of broadcasting.

Broadcasting students should not forget the full-time professional job opportunities which exist in media centers. Such positions which broadcasting students could easily apply for include television producer-director, television production manager, small television systems coordinator, audio producer-director, audio production manager, staff photographer and media manager. These are only a few of many positions which broadcasting students should consider. Broadcasting students are selling themselves short if they do not consider professional careers in the growing number of media centers in the United States.

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